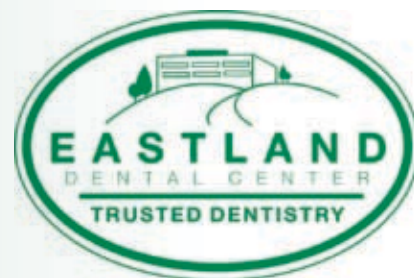




# SMILE REPORT



Produced for the Patients of Eastland Dental Center

Spring 2012

## OFFICE INFORMATION

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**Dr. Ken Gerstein**

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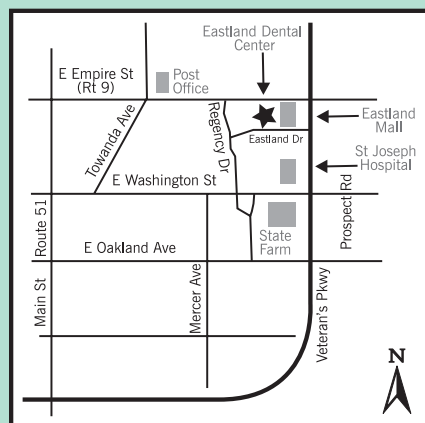
### Office Hours

Monday 7:30 am – 6:00 pm  
Tuesday 7:30 am – 2:30 pm  
Wednesday 7:30 am – 6:00 pm  
Thursday 7:30 am – 2:30 pm  
Friday by appointment

All times central standard time.

### Contact Information

Office (309) 663-4711  
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Web site [www.EastlandDental.com](http://www.EastlandDental.com)



Visit our Website!  
[www.EastlandDental.com](http://www.EastlandDental.com)

## Top 3 Reasons To Bond

*Looking great is only one of them!*

Not everyone wants or needs a complete cosmetic makeover to enjoy a fantastic improvement in their smile. Just updating tired stained fillings in your front teeth can make a remarkable difference, and when you replace older worn-down silver fillings at the back of your mouth, you can actually look as though you've never had any dental work done!

**ONE** – Many patients choose white bonding materials which are very affordable. It's used mainly for fillings and comes in a wide variety of shades that we can customize to match to your teeth.

**TWO** – Bonding is so strong and natural looking that we can sculpt it by hand to...

- correct chipped and cracked teeth
- cover stains & fill gaps between your teeth
- strengthen and support thinning enamel

**THREE** – Bonding is a very convenient process that we complete here, often in only one or two visits. No inconvenient delays waiting for a lab to manufacture anything.

If you're tired of your dingy-looking fillings, or want to hide a flaw here and there, we can help you decide what would be the best choice for you.



*Bonding*

*Thank you for all your referrals. We appreciate them!*

# 5 TOP TIPS

## 4 Prevention

### Here's a menu to keep you smiling!

Online or off, the digital world can present some risks to the unwary. For example, research suggests that young teenagers tend to consume more sugary snacks during prolonged gaming, which in turn can increase the likelihood of tooth decay. As well, teeth whitening products which are accessible online may not be a safe choice at any age, because they could harm gums and damage teeth enamel. When it comes to good oral health, trust your dental team.

#### Here are 5 tips for every member of your family:

- See us first to make sure your mouth, teeth, and gums are healthy before starting any whitening program.
- Choose one of our supervised whitening options for safety and the maximum results only we, your dental care team, can provide.
- Stick with your maintenance schedule to keep your smile bright. No whitening is permanent and regular professional cleaning is essential to remove stains and the tartar that can cause gum disease.
- Keep sweet food, desserts, and drinks to mealtimes and brush thoroughly afterwards. It's consumption over extended time periods that heightens the risk of decay.
- Acidic food and drinks can be just as harmful to your teeth as sugar. The acid erodes tooth enamel and can make your teeth sensitive, more vulnerable to cavities, and unattractive.

Virtual reality can be a great place to visit at any age, however real-time brushing and flossing combined with dental visits are still the best for problem prevention to safeguard smiles.



## INSIDIOUS INFILTRATORS

**Fact:** Gum disease is linked to, and may impact, other serious health issues including type-2 diabetes.

Both of these diseases affect millions – children and seniors as well as those in the prime of life. Just as approximately half of type-2 diabetes sufferers have no symptoms, in the earliest stage of gum disease (called *gingivitis*), you might not even realize you have it.

#### WATCH FOR WARNING SIGNS:

- red or tender gums
- bleeding when brushing or flossing
- chronic bad breath
- receding gums
- loose teeth

Regular recare visits help us monitor developing oral health conditions that have the potential to adversely affect your overall body health. If you don't know you have a disease, you can't treat it ... but we can detect gum disease and treat it right away!



# A GREAT GRIN IS *Ageless*

## Restorations will give you reason to smile

Studies show that people in cultures that do not focus on oral health often suffer a litany of related and progressive health problems. Gum disease and tooth loss have been correlated with cognitive decline as well as hearing loss in later years, for example. Because of this, it is vitally important to ensure lost or damaged teeth are replaced or restored promptly to insure you can eat and speak properly, avoid further damage, feel good about your appearance, and maintain your positive outlook.

Ensuring healthy gums and teeth that last a lifetime begins with good oral care in childhood, but sometimes teeth can become damaged, broken, or lost. We can restore and replace teeth with beautiful esthetics at any stage of your life...

- **Inlays** are tooth-colored fillings for the biting surfaces of molars.
- **Onlays**, also tooth-colored restorations, sit on the biting surfaces and wrap over one or more cusps of molars.
- **Veneers** offer beautifully shaped straight white teeth while hiding small imperfections.
- **Crowns** cap individual teeth, lending support to compromised structure.
- **Bridges** effectively replace a lost tooth with a replacement tooth, using adjacent teeth as anchors.
- **Implants** are a secure permanent way to replace one or more missing teeth.

Call today to book your consultation to discuss solutions designed for your individual presentation, preference, and budget. Don't wait to restore your smile... Your good health depends on it.

*Call us  
today for  
solutions  
to your  
ageless  
smile!*



## "Ascared" Of The Dentist?

### Not your kid!

Kids' fear of "going to the dentist" is usually anticipatory and unfounded. Here are a few tips to help eradicate the potential for life-time dental anxiety by ensuring positive dental experiences throughout childhood.

**Show no fear.** Even if you experience anxiety, do not communicate this to your child.

### Set the bar high.

Demonstrate excellent home care and encourage your child to practice at an age-appropriate level. Pitch in when necessary.

**Start early.** Call us to discuss the best time to start your child's dental visits, beginning with a get-to-know-us appointment, and if we complete an oral exam, you will be right by your child's side. Afterwards, make the day even more special by going out to lunch or catching a movie together.

**Instill pride.** Praise your child for taking good care of their smile ...not for their bravery.

## Ice Cream Owww!

### Icy incidents

How fast can you say *sphenopalatine ganglioneuralgia*? It's the scientific name for "brain freeze." It happens when you eat something very cold very quickly. You can try pressing your tongue to the roof of your mouth to warm it, but it's best to eat things like ice cream slowly to avoid the discomfort which, weirdly, you feel in your forehead.

That's because when the affected blood vessels signal the largest cranial nerve, your brain interprets the pain as a headache. The trigeminal nerve is also the culprit behind many head, neck, and face aches that are actually generated by the temporomandibular jaw joint. It's no wonder that some sufferers of Temporomandibular Joint Disorder (TMD), a dysfunction of the jaw, don't think to ask their dentist.

**Ask us. We'll inform your brain, not freeze it!**

# In A Heartbeat

## Prevent periodontal disease

Periodontal or gum disease has been called the *Silent Disease* because initially there are no symptoms. If your gums are red, sometimes bleed when you brush, feel tender, or look swollen ... these are symptoms of periodontal disease. If your mouth tastes unpleasant ... that's another symptom. If your gums have receded... you may have had gum disease for some time. Receding gums, and bone and tooth loss, are unattractive alternatives to healthy gums. But there's more at stake! Gum disease has been linked to cardiovascular and other systemic diseases.

■ **Studies have found oral bacteria from gum infections in arterial plaque, and have also shown that therapy for periodontal disease lessens inflammation throughout the body.**

■ **Poor oral health has been identified as a stronger predictor of heart disease than other risk factors such as low levels of good cholesterol, high levels**

**of a clotting agent, and high levels of certain fats in the bloodstream.**

■ **Long-term and short-term studies continue to clarify the links between oral bacteria, inflammation, and systemic diseases.**

The Surgeon General in his *Report on Oral Health in America* said that the

mouth is the gateway to the body, that you cannot be healthy without oral health, and that oral and general health are inseparable. Together, we can prevent and sometimes reverse gum disease. Brush, floss, and keep regular preventive, diagnostic, and maintenance dental appointments.



**TOP:** Without brushing and flossing, bacteria have the potential to damage your gums which could eventually lead to tooth loss.

**BOTTOM:** Research has shown that we see teeth as whiter when they are surrounded by pink gums.

## Early Start Treatment

### Plan for the year

Spring is a time of new beginnings. And, if you are like most, your insurance policy was just renewed for the New Year. That makes now a great time to get an early start on your treatment plan for this year.

Since your benefits are brand new, you want to be able to make the most of them. But it's best to plan early, so we can work around your summer fun and avoid the inevitable rush for last minute treatments at the end of the year. We would be happy to work with you and build a treatment plan that suits your smile desires, your insurance coverage, and your schedule.

Enjoy the new beginnings – and a new smile. Call us to get the most from your insurance benefits today.

## Welcomed! Appreciated!

### Patient referrals

Some of our patients assume that our dental practice is closed to new patients. The truth is that we always accept new patients, particularly if they come to us as referrals from you. If you know someone who you think would benefit from our state-of-the-art dental practice, we would very much appreciate you referring them to us.

When you refer new patients, they will receive the same courteous, skilled, professional, and friendly service that you receive. In addition, as a welcome, we'll offer them a \$50 credit toward their first hygiene visit. To show our appreciation for your trust and belief in us, we will be delighted to also present you with a \$50 credit on your account for each new patient referred that completes their first hygiene visit. Thank you for keeping us in mind.

## Brush Your Brush

### Toothbrush maintenance

When all the attention is focused on teeth, it's easy to forget that your brush needs cleaning too. After tooth brushing, food particles and moisture become trapped in the bristles, providing everything germs need to grow. Research shows that unclean brushes can reintroduce germs back into your mouth, increasing the risk of illness.

Follow these toothbrush tips:

- Ensure you rinse your brush thoroughly with hot water after each use and let it dry before using it again.
- Never let your brush dry flat with the bristles pointing up. Keep it standing straight up.
- Once in a while, give your brush a good scrub with a harder brush.
- Change your brush often, about every three months.
- Keep your brush to yourself. Never share!